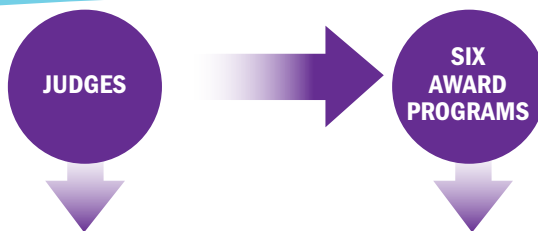


CUNA Marketing & Business Development Council Awards



Judging the creative excellence and outstanding results of projects, campaigns, people and events movement-wide.



Diamond Awards

Recognizes and rewards creative excellence and outstanding results in credit union marketing through awards given in 35 categories.

- Judges are selected from a pool of qualified experts, based on credit union and marketing expertise, past honors/awards received, past judging/competition experience
 - A minimum panel of three judges scores every entry individually
- Judging Criteria:**
- Scores must meet a minimum percentage to be recognized with a Diamond or a Category's Best.
 - Strategy:** What was the strategy and objective(s) behind the entry?
 - Creativity:** How did the creative concept position its offer to its target audience? Is the overall concept consistent with the stated strategy and objectives? Does the design and creativity enhance the idea and message to connect and communicate clearly?
 - Design and Production:** How effective are the entry's design elements? Does the design and creativity enhance the idea and make it better? Is attention paid to the "fit and finish" of the final product? Is the quality of the printing, lighting, recording and reproduction polished?
 - Copy and Communication:** Is the writing effective in helping sell the idea and producing the results? Are products clearly stated?
 - Results:** How did the entry do, given its objective, budget and credit union's strategy? Did the idea behind the entry produce the results it was supposed to, given the credit union's position in the marketplace and competitive factors?

Recognition Awards

Business Development Professional of the Year

Recognizes and honors an individual who exemplifies excellence in credit union business development.

- Judges are selected through an application process and are peers, industry professionals and past winners
 - A minimum panel of five judges scores every entry individually
- Judging Criteria:**
- Candidate's mastery of and contribution to:
 - Business development as a management function
 - Business development as a factor in their credit union's success
 - Fostering the success of the credit union movement
 - Enhancing his or her community through organizational involvement and/or activism

Rising Star

Recognizes and honors an individual with two or less years of experience in the credit union industry.

- Judges are selected through an application process and are peers, industry professionals and past winners
 - A minimum panel of five judges scores every entry individually
- Judging Criteria:**
- Candidate's mastery of and contribution to:
 - CMBDC member involvement
 - His or her credit union
 - A major project
 - Potential to the future of the credit union industry

Marketing Professional of the Year

Recognizes and honors an individual who exemplifies excellence in credit union marketing.

- Judges are selected through an application process and are peers, industry professionals and past winners
 - A minimum panel of five judges scores every entry individually
- Judging Criteria:**
- Candidate's mastery of and contribution to:
 - Marketing as a factor in their credit union's success
 - Marketing as a management function
 - Fostering the success of the credit union movement
 - Enhancing his or her community through organizational involvement and/or activism

Lifetime Achievement

Recognizes marketing and business development professionals who have excelled throughout their professional careers.

- Judges are selected through an application process and are peers, industry professionals and past winners
 - A minimum panel of five judges scores every entry individually
- Judging Criteria:**
- Candidate's mastery of and contributions to:
 - Respect of peers
 - CMBDC member involvement
 - Career marketer/business development professional
 - Continuing education
 - With additional contributions to:
 - Credit union marketing/business development
 - The success of candidate's credit union
 - The movement
 - Outside organizations

Excellence

Spotlights new approaches and their applications to credit unions nationwide through four award categories: Business Development; Community Outreach and/or Political Advocacy; Multifaceted; and Excellence for Strategic Planning.

- Judges are selected through an application process and are peers, industry professionals and past winners
 - A minimum panel of five judges scores every entry individually
- Judging Criteria:**
- Scores are based on candidate's: strategy, process, application and results
 - Recipients will be selected without regard to credit union asset size